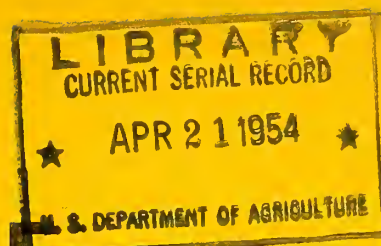


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Consumer PURCHASES OF FRUITS AND JUICES

in February
1954



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

March 1954

PREFACE

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, frozen concentrated juices and ades, and dried fruits. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 4,300 household consumers.

A committee of the Florida Industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in over-estimate of purchases of frozen concentrated and canned single-strength orange juice by about 10 percent, and those of canned single-strength grapefruit juice by about 15 percent. No over-estimate was evident in blended juice data. For each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF FRUITS AND JUICES
IN FEBRUARY 1954

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only in order to permit comparisons between periods of equal length.

SUMMARY

Continued sharp increases in consumers' purchases of frozen concentrated orange juice in February 1954 resulted in record purchases of about 5,500,000 gallons during the month. This was approximately 1,000,000 gallons more than was purchased in any month during 1953, and a third more than was bought in December. Record purchases were associated with the lowest prices yet reported, averaging 14.6 cents per 6-ounce can during the month.

Purchases of all the fresh citrus fruits except tangerines were larger than a year earlier. About 8 percent more oranges, 14 percent more lemons, and 30 percent more fresh grapefruit were purchased than in February last year.

Purchases of canned single-strength juice by householders were almost equal to those of February 1953. Purchases of tomato juice and grapefruit juice were larger, whereas those of orange juice, orange-grapefruit blended juice, and pineapple juice were smaller. Purchases of both canned single-strength orange juice and grapefruit juice, however, were at their highest level so far this season. Prices consumers paid for these two citrus juices in February were slightly lower than in recent months.

Prices consumers paid for Florida and California-Arizona oranges were almost unchanged from February a year ago -- averaging 42 cents and 35 cents a dozen, respectively. Grapefruit prices, however, were down 11 cents to an average of only 74 cents a dozen -- the lowest average price reported so far. Lemon prices were almost unchanged but tangerines at 37 cents a dozen were up 9 cents.

Consumers' purchases of fresh oranges, frozen concentrated orange juice, canned single-strength orange juice were equivalent to nearly 9,200,000 boxes of fruit. This was one-sixth more than in February of last year. The sharp increase in purchases of fresh grapefruit, together with a moderate increase in purchases of canned grapefruit juice, resulted in a total purchase equal to almost 3,700,000 boxes of fruit -- a fifth more than in February last year.

Householders bought about a fourth more frozen concentrated lemonade this February than last, and increased their purchases of fresh lemons and canned and bottled lemon juices by more than 10 percent. Combined purchases, fresh-equivalent basis, were up about 14 percent.

Purchases of canned single-strength orangeade were slightly larger than in January, with prices averaging 29 cents per 46-ounce can. This was 2 cents less than the average paid for canned single-strength orange juice. At the beginning of the 1953-54 season, the price difference was 5 cents per can.

FROZEN JUICES AND ADES

Householders bought the record volume of 5,500,000 gallons of frozen concentrated orange juice during February 1954. This exceeded the previous record set in January by almost three-fourths of a million gallons and exceeded any month in 1953 by about 1,000,000 gallons. Purchases were one-third larger than in December and almost a sixth larger than in January.

The record purchases in February were associated with record low prices. Consumers paid an average of 14.6 cents per 6-ounce can for frozen juice in February compared with 17.7 cents in December and 16.5 cents per can in January (fig. 4).

Growth in the purchases of frozen orange juice by households since its introduction has come from two sources: (1) more families buying and (2) larger purchases by individual families that continue to use the product. About 32 percent of all families bought frozen orange juice in February, and purchases averaged 8 of the 6-ounce cans per buying family during the month (table 2).

Apparently some further increase may occur in the number of families buying frozen orange juice this season and in the average volume of purchases irrespective of any increase induced by lower prices of this juice. The effect of these factors is evident from a comparison of purchases in May 1952 and February 1954. Purchases totaled about 3,800,000 gallons in May 1952 when prices averaged 14.8 cents per 6-ounce can and 26 percent of the families purchased frozen orange juice. In February of this year, with prices at almost the same level as in May 1952, purchases totaled 5,500,000 gallons with 32 percent of the families buying the juice. Families bought an average of about 8 of the 6-ounce cans each compared with 7 cans in the earlier period.

About 115,000 gallons of frozen concentrate for lemonade were purchased by consumers in February. Purchases were almost equal to those in January but were about a fourth larger than in February last year. Prices consumers paid for frozen lemonade averaged 18.9 cents per 6-ounce can, the highest average reported so far and almost 1.5 cents more than in January. In February of last year prices paid averaged 17 cents per 6-ounce can (fig. 5).

Families that bought frozen lemonade purchased an average of about $2\frac{2}{3}$ of the 6-ounce cans during the month. A year earlier the average was about $2\frac{1}{2}$ cans per buying family.

Householders bought the equivalent of approximately 290,000 cases (24 No. 2 cans) of canned single-strength orangeade in February, slightly more than in January, and about equal to those in December. Prices paid for this canned ade averaged 29 cents per 46-ounce can, about the same as in the preceding month but slightly higher than in December. Data are not available regarding consumer purchases of canned orangeade in February of last year (fig. 5). Those families buying canned single-strength orangeade reported purchasing an

average of 2-1/4 of the 46-ounce cans this February. About one-fourth as many families bought canned orangeade as bought canned single-strength orange juice (table 1).

Nearly 160,000 gallons of shelf-pack (nonfrozen) concentrate for orangeade was reported bought by household consumers in February (table 2). This was two-fifths more than in the preceding month, although prices paid were unchanged at 16.3 cents per 6-ounce can.

CANNED JUICES

Purchases of canned single-strength juices by householders in February 1954 were equal to about 7,500,000 cases of No. 2 cans. This volume was almost as large as that purchased in February of last year. The most marked changes from a year earlier were substantially larger purchases of tomato juice and grapefruit juice and sharp drops in purchases of pineapple, orange, and orange-grapefruit blended juices (table 1).

In February, householders bought about 1,400,000 cases (equivalent No. 2 cans) of canned single-strength orange juice. This was slightly more than that bought in the preceding month, but was a fifth less than that bought in February a year ago (fig. 6). Most of this drop came about because fewer families bought canned orange juice. In February of this year, about 13 families in 100 bought canned orange juice during the month whereas a year earlier 15 families in 100 made purchases. The average quantity bought by families that made purchases also was down somewhat, amounting to 2-1/4 of the 46-ounce cans per buying family. Consumers paid an average of 31 cents a 46-ounce can for orange juice during the month, up a little more than a cent from a year earlier (table 1).

Household purchases of canned grapefruit juice in February amounted to about 1,000,000 cases (equivalent No. 2 cans). This was about a tenth more than in the preceding month and in the same month a year ago (fig. 6). The gain, compared with February 1953, was the result of more families buying canned grapefruit juice (table 1). The average quantity purchased per buying family was unchanged at 2-1/4 of the 46-ounce cans. Prices that consumers paid for canned grapefruit juice during the month averaged 25 cents per 46-ounce can, 1 cent less than in January and in the same month a year earlier.

Purchases of canned orange-grapefruit blended juice by householders in February showed the largest relative drop in volume, compared with a year earlier, of any of the canned single-strength juices. In February, purchases amounted to 325,000 cases (equivalent No. 2 cans), down more than a fourth from the quantity bought in February 1953 but about the same as householders bought in January 1954 (fig. 6). The decrease, compared with a year earlier, resulted from fewer families buying and from smaller purchases by buying families (table 1). Average purchases in February were equal to a little less than 2 of the 46-ounce cans. Prices paid by consumers averaged 28 cents a 46-ounce can, 1 cent more than in February last year.

Household purchases of canned lemon juice in February were equal to 46,000 cases of No. 2 cans. This represented an increase of almost one-fifth compared with a year earlier (table 1). At the same time that householders were buying more canned lemon juice, they also bought more fresh lemons and more concentrate for lemonade than a year earlier (fig. 3). Consumers paid an average of 13 cents per $5\frac{1}{2}$ -ounce can for canned lemon juice in February, unchanged from January but up 1 cent from a year earlier.

Consumers bought more than a fifth less pineapple juice in February than a year ago. Purchases during the month amounted to a little more than 1,100,000 cases of No. 2 cans. About 14 in 100 families made purchases during the month, almost the same as in February 1953, but the average volume purchased per buying family dropped somewhat, amounting to about $1\frac{3}{4}$ of the 46-ounce cans. Consumers paid an average of about 31 cents a 46-ounce can for pineapple juice in February, unchanged from recent months but 2 cents higher than a year earlier (table 1).

Householders bought almost 2,100,000 cases (equivalent No. 2 cans) of tomato juice in February (table 1). This volume exceeded that bought in February of last year by more than a fifth and was almost equal to purchases in June 1953, the largest monthly purchases reported in this series. The increase was due chiefly to larger purchases by buying families. Prices paid averaged 26 cents a 46-ounce can, the same as in January but a little more than a cent below the average a year earlier.

FRESH CITRUS FRUIT

Household consumers bought 3,800,000 boxes of fresh oranges during February 1954 -- 8 percent more than during the same month a year ago (fig. 1). Purchases by householders of both California-Arizona and Florida oranges were up somewhat from February 1953, and were the largest totals reported for any February in this series. Householders purchased almost 30 percent more fresh oranges than in February 1950 and a fourth more than in the same month of 1951. These increases in purchases of fresh oranges took place at the same time that substantial increases in purchases of frozen concentrated orange juice were recorded.

Consumers paid an average of 42 cents a dozen for California-Arizona oranges in February and 35 cents a dozen for Florida oranges. These average prices were about 1 cent a dozen higher than a year earlier (fig. 7). The larger marketings of fresh oranges in the last two seasons have been associated with generally lower prices than in the years just preceding. California-Arizona oranges currently are selling for from 8 to 9 cents a dozen less than in February of 1950 and 1951, and Florida oranges are from 4 to 6 cents a dozen cheaper.

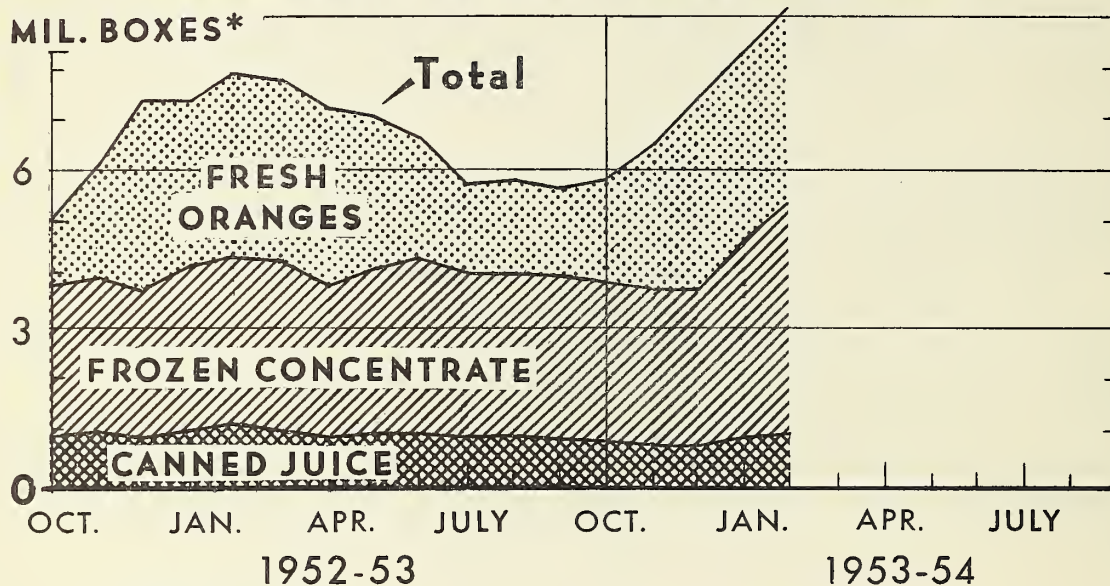
Fresh oranges were bought by 56 in 100 families in February. Purchases of buying families averaged $2\frac{2}{3}$ dozen oranges during the month. In the same month a year ago, half of all families bought fresh oranges and their purchases averaged 33 oranges per buying family.

Purchases of fresh grapefruit by householders in February 1954 were up sharply. Household consumers bought about 2,700,000 boxes -- 13 percent more than in January and the largest quantity reported for any month in this series (fig. 2). This volume was about one-third more than was bought in February of the 2 preceding years. Prices paid -- averaging 74 cents a dozen -- were down 4 cents from January and were the lowest recorded in this series. More families bought fresh grapefruit during the month -- 2 out of 5 families -- than at any time for which this information is available (table 3). Purchases of families that bought grapefruit during the month averaged about one dozen units.

Purchases of tangerines by householders this season have fallen short of the records set a year ago. In February, consumers bought 215,000 boxes compared with 590,000 boxes in this month last year. Prices paid averaged 37 cents a dozen -- 9 cents higher than in February 1953 (table 3).

Householders reported buying 249,000 boxes of fresh lemons in February. This was about 14 percent more than a year earlier. In February, 22 families in 100 bought fresh lemons compared with 19 families in this month a year ago (table 3). Their purchases averaged about three-fourths of a dozen for each family buying, approximately the same as a year earlier. Prices paid averaged 46 cents a dozen, 1 cent less than in February 1953, and 2 cents below the average of 2 years ago.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4-54(3) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1952 to date

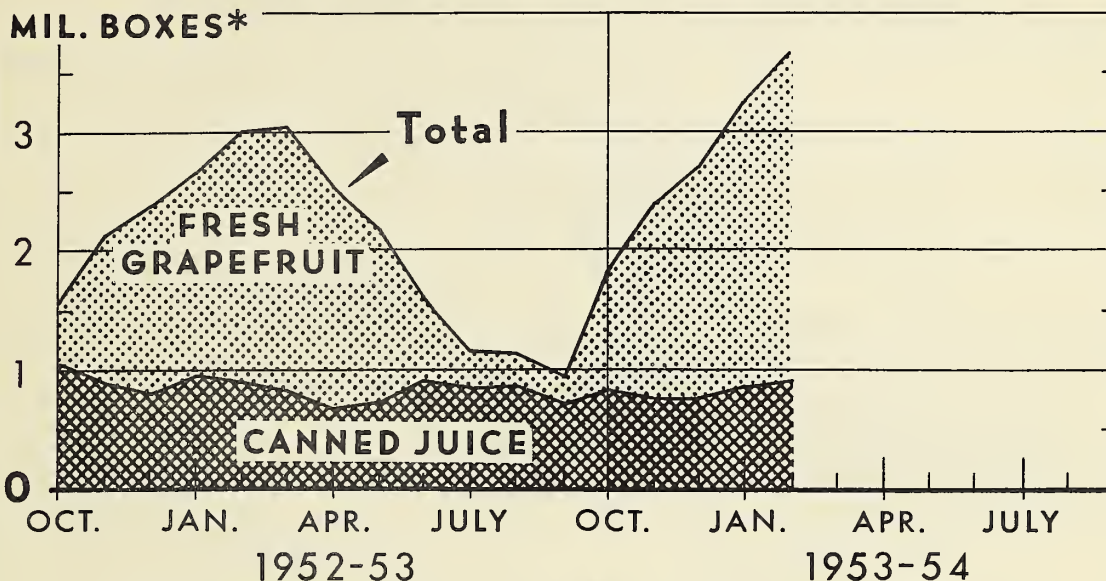
Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice ^{1/}		Total	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,944	1,261	3,002	2,868	828	1,000	5,774	5,129
November	2,797	2,240	2,918	2,911	790	1,005	6,505	6,156
December	3,684	3,625	2,955	2,842	791	911	7,430	7,378
October-December ^{2/}	9,108	7,759	9,540	9,277	2,590	3,121	21,238	20,157
January	3,603	3,254	3,792	3,078	912	1,072	8,307	7,304
February	3,809	3,536	4,382	3,115	976	1,224	9,167	7,905
March		3,397		3,252		1,016		7,665
October-March ^{2/}		18,667		19,597		6,732		44,996
April		3,310		2,893		986		7,189
May		2,885		3,113		1,020		7,018
June		2,288		3,331		1,018		6,637
October-June ^{2/}		27,769		29,650		9,994		67,413
July		3/1,622		3,114		934		3/5,700
August		1,782		3,069		959		5,810
September		1,643		3,067		832		5,542
Season ^{2/}								

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

^{3/} Revised.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



* FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 5-54(3) AGRICULTURAL MARKETING SERVICE

Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit,
October 1952 to date

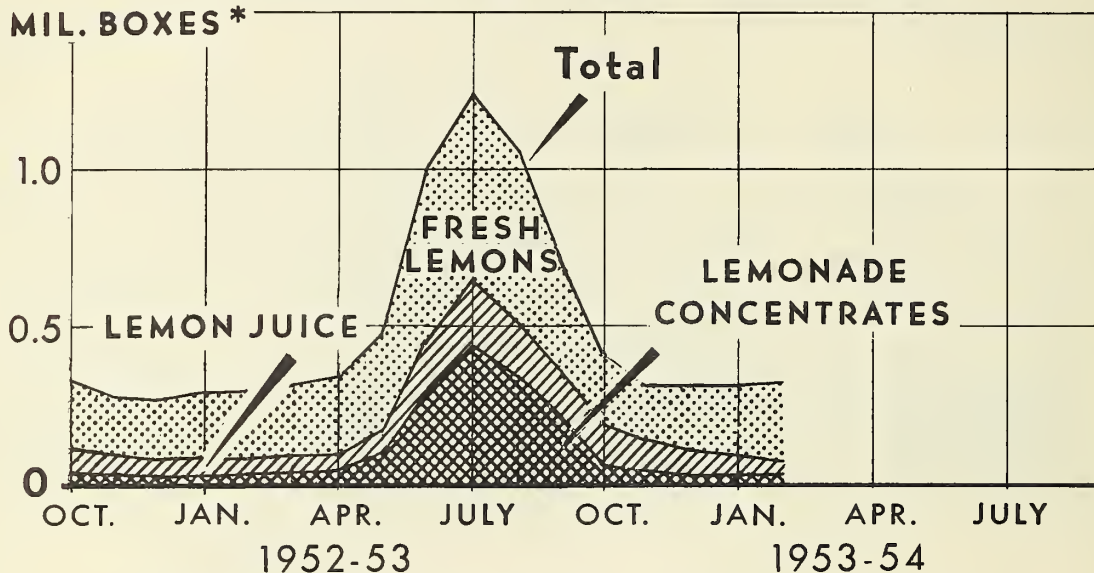
Period	Fresh grapefruit		Canned single-strength grapefruit juice ^{1/}		Total	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	boxes	boxes	boxes	boxes	boxes	boxes
October	959	545	831	1,030	1,790	1,575
November	1,618	1,240	765	900	2,383	2,140
December	1,936	1,588	776	808	2,712	2,396
October-December ^{2/}	4,967	3,738	2,536	2,952	7,503	6,690
January	2,399	1,703	856	975	3,255	2,678
February	2,732	2,093	922	913	3,654	3,006
March		2,216		835		3,051
October-March ^{2/}		10,284		5,884		16,168
April		1,848		687		2,535
May		1,446		748		2,194
June		686		924		1,610
October-June ^{2/}		14,494		8,427		22,921
July		3,305		851		3,156
August		267		874		1,141
September		221		721		942
Season ^{2/}						

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

^{3/} Revised.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH LEMON EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 6-54(3) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1952 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	277	209	66	69	64	39	67	41	410	319
November	215	184	58	60	39	27	41	29	314	273
December	235	190	54	50	25	19	26	21	315	261
October-December 3/	783	634	191	191	135	88	141	95	1,115	920
January	225	210	61	57	29	20	32	24	318	291
February	249	218	53	47	27	23	32	27	334	292
March		229		57		29		33		319
October-March 3/		1,346		368		165		186		1,900
April		242		52		39		45		339
May		307		73		87		95		475
June		548		169		271		289		1,006
October-June 3/		2,562		688		598		654		3,904
July		587		206		404		436		1,229
August		558		163		310		334		1,055
September		355		116		197		213		684
Season 3/										

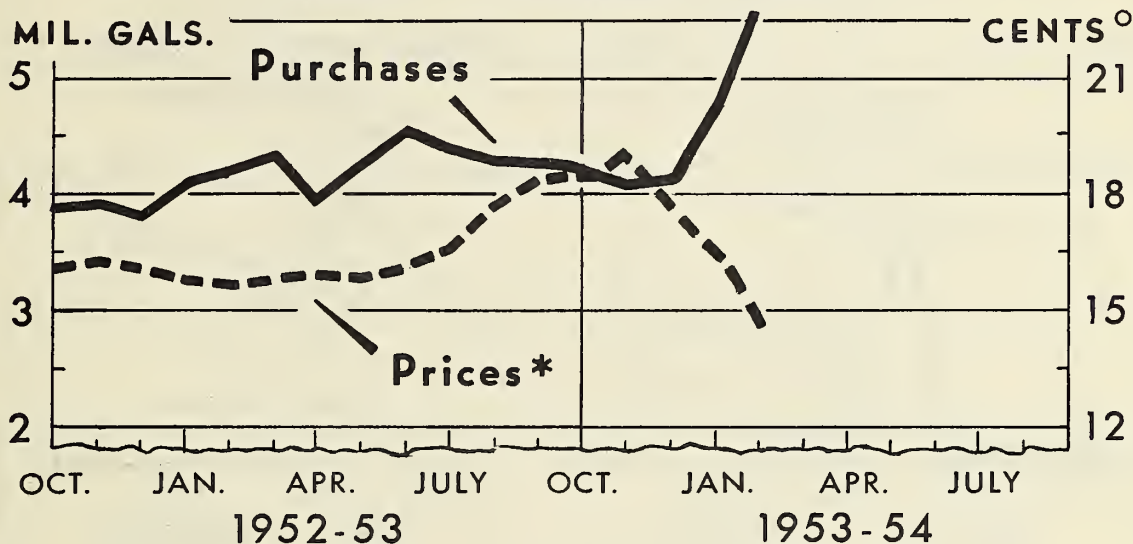
1/ Includes canned single strength lemon juice and small quantities of frozen concentrated and frozen single strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase total for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 7-54(3)

AGRICULTURAL MARKETING SERVICE

Figure 4

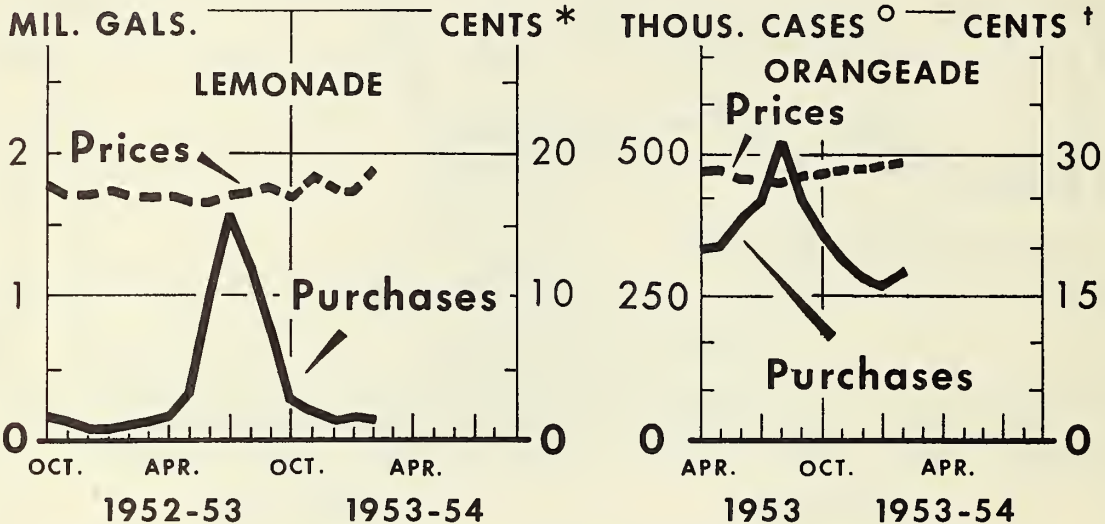
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1952 to date

Period	Purchases		Average price per 6 oz. can	
	1953-54	1952-53	1953-54	1952-53
	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Cents</u>	<u>Cents</u>
October	4,205	3,871	18.6	16.1
November	4,087	3,929	19.1	16.3
December	4,138	3,836	17.7	16.1
October-December 1/	13,361	12,519		
January	4,776	4,126	16.5	15.8
February	5,519	4,216	14.6	15.7
March		4,359		15.8
October-March 1/		26,353		
April		3,963		16.0
May		4,265		15.9
June		4,563		16.1
October-June 1/		40,121		
July		4,403		16.6
August		4,299		17.7
September		4,295		18.4
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

* CENTS PER CAN OF 6 OUNCES

° EQUIVALENT CASES OF 24 #2'S

† CENTS PER CAN OF 46 OUNCES

U. S. DEPARTMENT OF AGRICULTURE

NEG. 8-54(3) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, specified months, 1952 to date

Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	267	160	17.2	17.6	356	2/	28.1	2/
November	162	110	18.4	17.0	312	2/	28.2	2/
December	102	77	17.5	17.0	290	2/	28.3	2/
October-December 3/	558	364	17.6		1,022	2/		
January	121	77	17.5	17.3	269	2/	28.8	2/
February	114	90	18.9	17.0	288	2/	29.0	2/
March		111		16.9		2/		2/
October-March 3/		662						
April		153		17.1		328		28.0
May		336		16.7		330		28.2
June		1,053		16.7		382		27.3
October-June 3/		2,340				2/		
July		1,566		17.0		417		27.3
August		1,203		17.3		509		26.9
September		762		17.6		413		27.8
Season 2/		6,184				2/		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ Not available.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

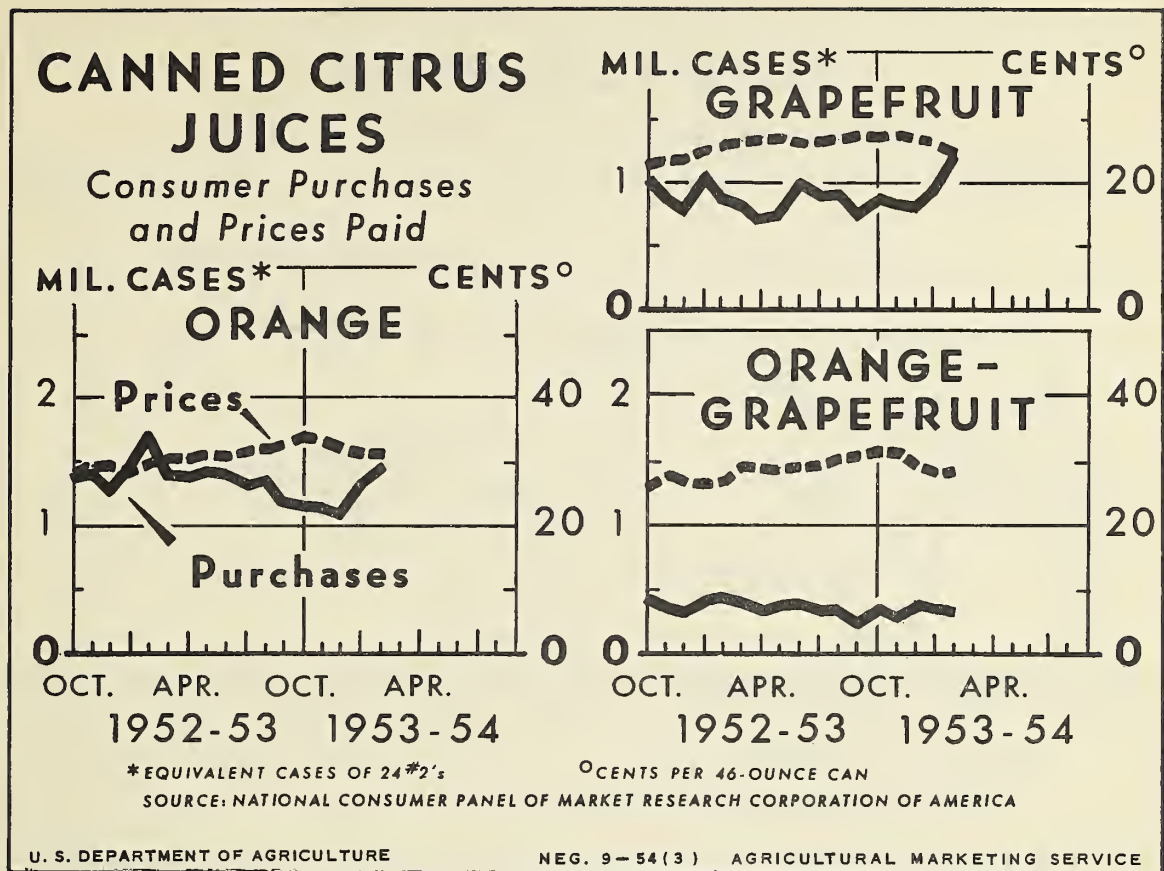


Figure 6

Canned citrus juices: Consumer purchases and average price paid,
October 1952 to date

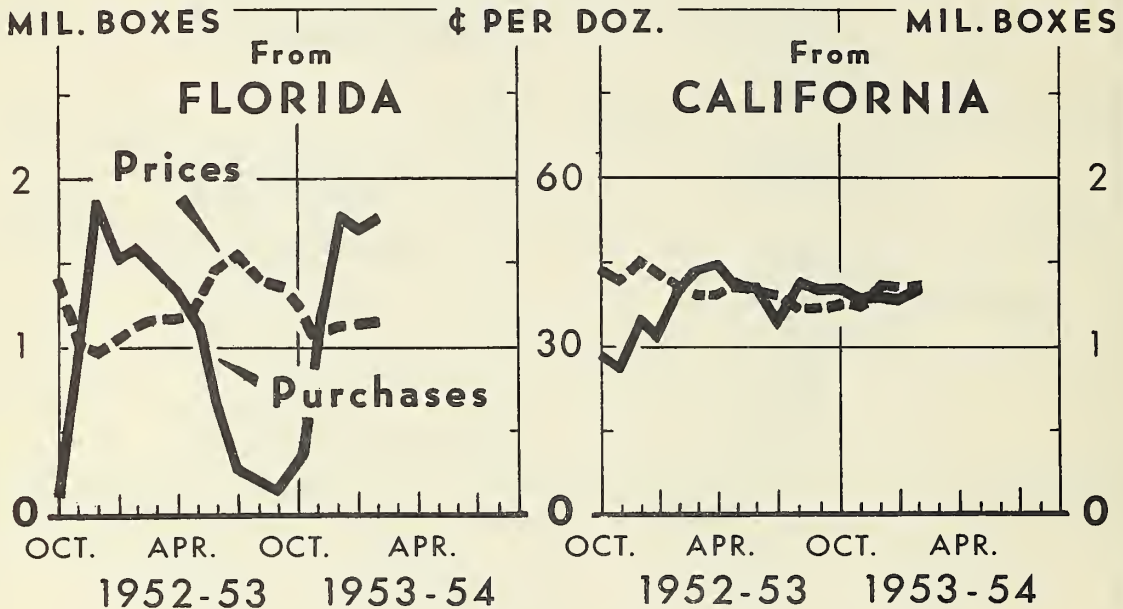
Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,170	1,375	33.4	28.8	884	1,001	27.1	23.0	326	450	31.8	26.4
November	1,143	1,412	33.3	29.6	834	875	27.6	23.6	258	393	31.6	27.6
December	1,101	1,292	32.2	29.6	804	797	26.9	24.2	347	330	29.4	26.9
October-December 2/	3,666	4,362	33.0		2,689	2,883	27.2		1,010	1,263		
January	1,302	1,497	31.7	28.6	930	1,012	26.1	25.3	332	413	28.1	26.6
February	1,409	1,720	31.3	29.7	1,018	915	25.2	26.0	325	452	28.5	27.4
March		1,411		30.5		840		27.0		408		29.2
October-March 2/		9,414				5,859				2,640		
April		1,402		30.6		704		27.2		352		29.2
May		1,440		30.9		766		27.2		383		29.2
June		1,436		31.1		991		26.4		384		29.3
October-June 2/		14,023				8,505				3,860		
July		1,329		31.5		906		26.8		351		29.4
August		1,362		32.3		929		27.2		363		30.5
September		1,208		32.9		784		27.4		265		31.3
Season 2/												

1/ Equivalent cases of 24 No. 2 cans—432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH ORANGES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 10-54(3) AGRICULTURAL MARKETING SERVICE

Figure 7

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1952 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	302	138	37.4	42.4	1,379	933	37.4	43.3
November	1,434	947	34.9	30.3	1,284	866	36.9	41.7
December	1,787	1,870	33.2	29.3	1,285	1,147	41.0	45.8
October-December 1/	3,557	3,307			4,187	3,087		
January	1,732	1,520	34.6	31.8	1,294	1,072	40.1	43.2
February	1,784	1,600	34.9	34.1	1,369	1,305	41.7	40.7
March		1,474		35.6		1,444		39.3
October-March 1/		8,252				7,233		
April		1,347		35.6		1,494		38.9
May		1,137		37.0		1,352		41.1
June		617		44.3		1,350		40.1
October-June 1/		11,586				11,733		
July		256		47.8		1,127		39.2
August		190		42.0		1,376		36.7
September		130		41.3		1,331		37.1
Season 1/								

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

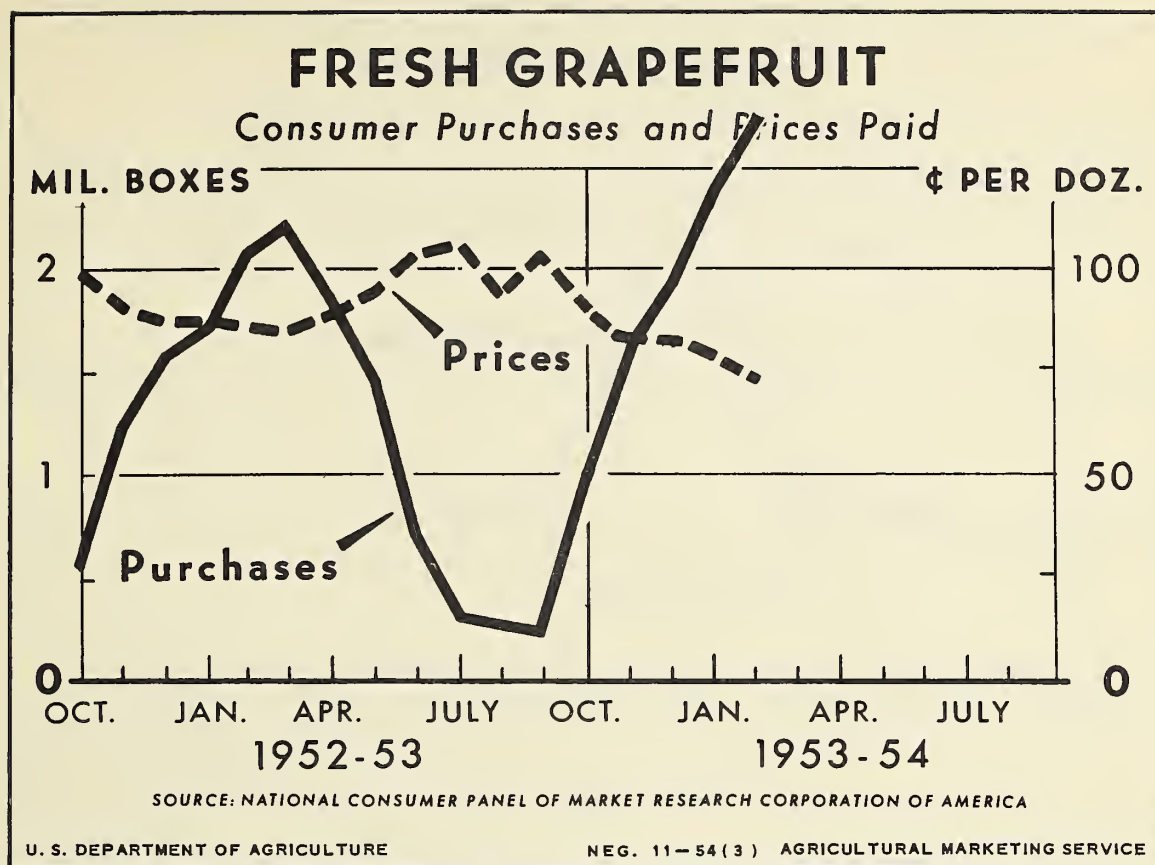


Figure 8

Fresh grapefruit: Consumer purchases and average price paid,
 October 1952 to date

Period	Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	959	545	91.5	99.0
November	1,618	1,240	83.4	90.8
December	1,936	1,588	82.5	87.3
October-December ^{1/}	4,967	3,738		
January	2,399	1,703	78.2	87.5
February	2,732	2,093	73.9	85.3
March		2,216		84.4
October-March ^{1/}		10,284		
April		1,848		88.9
May		1,446		95.9
June		686		103.9
October-June ^{1/}		14,494		
July		2,305		105.9
August		267		94.0
September		221		103.6
Season ^{1/}				

^{1/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

^{2/} Revised.

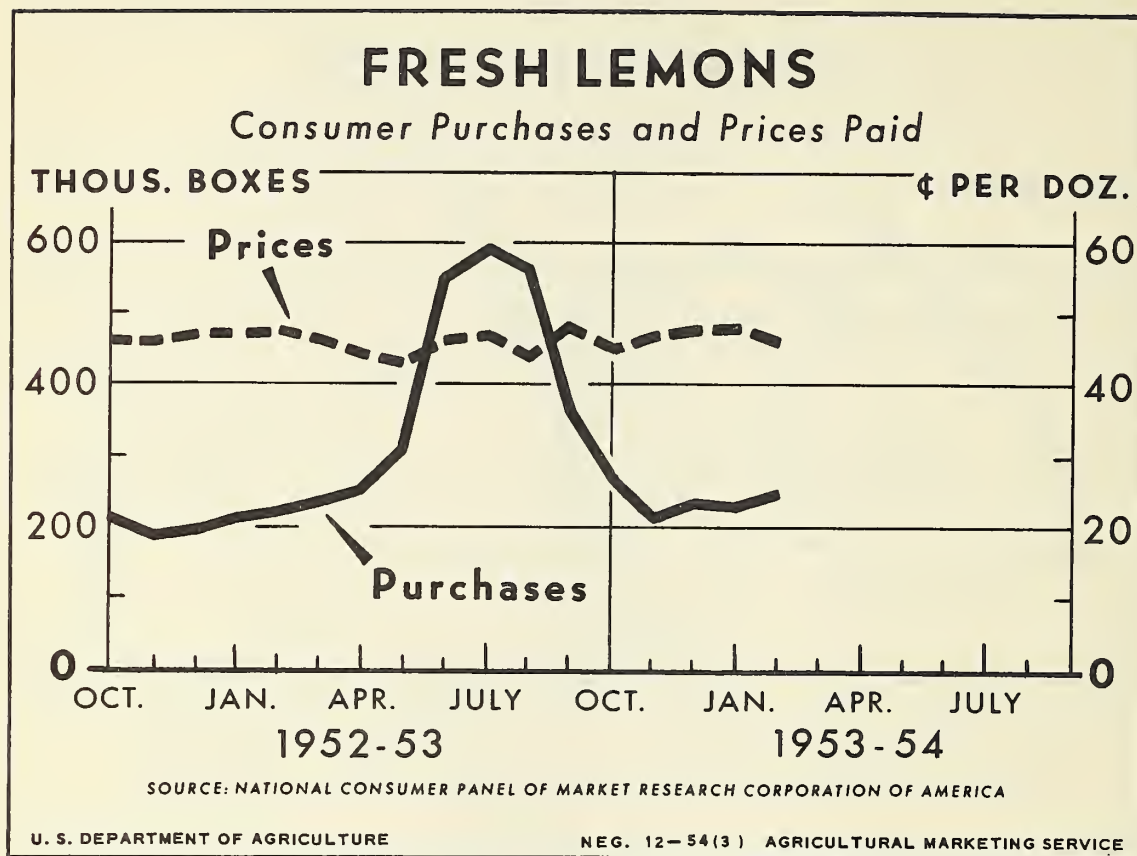


Figure 9

Fresh lemons: Consumer purchases and average price paid,
October 1952 to date

Period	Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	277	209	45.8	45.7
November	215	184	46.6	45.3
December	235	190	47.0	46.4
October-December 1/	783	634		
January	225	210	47.5	46.3
February	249	218	46.0	47.2
March		229		45.9
October-March 1/		1,346		
April		242		43.8
May		307		42.7
June		548		45.6
October-June 1/		2,562		
July		587		46.8
August		558		43.4
September		355		48.0
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.— Canned single-strength juices and ades: U. S. total consumer purchases and average price, February 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1954	1953	1954	1953	Purchases		Quantity per purchase				
					1954	1953	1954	1953		1954	1953
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	12.8	15.2	1,409	1,720	1.7	1.8	61.7	62.1	46	31.3	29.7
Grapefruit	9.4	8.8	1,018	915	1.6	1.7	65.4	61.5	46	25.2	26.0
Orange & gpft. blend	3.6	4.4	325	452	1.5	1.6	57.9	59.8	46	28.5	27.4
Lemon	2.9	2.4	46	39	1.2	1.2	12.8	12.8	5½	13.0	12.1
Grape	4.1	4.8	160	205	1.4	1.4	35.8	30.9	24	37.7	37.8
Pineapple	13.8	16.1	1,141	1,465	1.5	1.6	53.0	54.1	46	31.5	29.8
Prune	7.6	6.8	482	442	1.7	1.7	34.9	35.6	32	33.1	33.1
Tomato	22.1	21.8	2,079	1,840	1.7	1.6	54.1	50.3	46	26.1	27.5
Total 2/	52.2	53.6	7,542	8,020	2.8	2.9	50.6	50.4			
Canned ades											
Orangeade	2.7	3/	288	3/	1.7	3/	61.2	3/	46	29.0	

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

3/ Information not available.

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Table 2.— Frozen concentrated juices and ade bases: U. S. total consumer purchases and average price, February 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1954	1953	1954	1953	Purchases		Quantity per purchase			1954	1953
					1954	1953	1954	1953			
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	32.4	28.1	5,519	4,216	2.4	2.5	20.3	16.9	6	14.6	15.7
Grape	4.2	3.9	233	209	1.5	1.6	10.5	10.0	6	21.6	21.6
Other concentrates 2/	1/	1/	214	183	1/	1/	12.4	10.6	6	17.0	17.6
Total	34.4	29.6	5,966	4,608	2.6	2.7	19.2	16.0			
Ade bases											
Frozen											
Concentrate for											
Lemonade	2.0	1.7	114	90	1.3	1.4	12.5	11.0	6	18.9	17.0
Shelf pack											
Orangeade	1.7	1/	156	1/	1.9	1/	14.0	1/	6	16.3	1/

1/ Information not available.

2/ Includes small purchases of grapefruit, orange-grapefruit blended, and other frozen concentrated juices.

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Table 3.— Fresh citrus fruit: U. S. total consumer purchases and average price, February 1954 and 1953 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1954	1953	1954	1953	1954	1953	1954	1953	1954	1953
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Number	Number	Cents	Cents
Oranges										
California-Arizona	25.7	22.8	1,369	1,305	2.1	2.0	12.6	12.6	41.7	40.7
Florida	26.8	23.7	1,784	1,600	2.3	2.2	13.9	14.3	34.9	34.1
Unidentified	14.6	13.5	586	561	1.7	1.6	11.4	11.8	40.2	38.8
Total 1/	56.0	50.3	3,809	3,536	2.5	2.5	13.0	13.3	38.1	37.1
Grapefruit										
California-Arizona	4.5	4.2	288	231	1.6	1.7	6.2	5.6	69.0	74.7
Florida	23.8	18.5	1,545	1,190	2.1	2.1	5.2	4.6	74.4	85.6
Unidentified	13.9	11.5	713	545	1.7	1.7	5.1	4.4	76.3	89.1
Total 1/	39.5	31.9	2,732	2,093	2.2	2.2	5.3	4.7	73.9	85.3
Lemons	22.4	19.1	249	218	1.6	1.6	5.6	5.5	46.0	47.2
Tangerines	5.2	11.7	215	590	1.5	1.6	10.5	12.9	36.9	28.3
Total 2/	71.0	63.8	7,005	6,437	3.8	3.8	9.5	9.8	45.0	43.5

1/ Includes small purchases of Texas fruit.

2/ Except for total quantity purchased, totals include small purchases of other citrus fruit.

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